

# **INVEST Ozaukee County**

**Community Health Improvement Plan  
2015-2020**

## **Table of Contents**

Message from Ozaukee County Health Department

Acknowledgements

About INVEST

INVEST Leadership Team

How healthy is Ozaukee County?

Ozaukee County is Wisconsin's #1 Healthiest County

Community Health Needs Assessment

Purpose and Process of Shared Assessment

INVEST Mission, Vision, Purpose, Strategic Plan

INVEST Priority Areas

Obesity

Mental Health

Tobacco

Alcohol

Get Involved with INVEST

References

## Message from the Ozaukee County Health Department

Dear Residents of Ozaukee County,

As members of INVEST Leadership Team, we are pleased to announce that Ozaukee county is still ranked number one for being Wisconsin's overall healthiest county. Ozaukee County's Community Health Improvement Plan (CHIP) for 2015-2020 will outline our commitment to keeping Ozaukee County ranked number one for overall health. We would like to recognize the multiple organizations in our community that have impacted the health of our residents in the acknowledgements section. We truly thank for the members and partners of INVEST who support and engage our residents in creating a healthy and safe environment to live, work, and play.

This document was developed by the Ozaukee County Health Department and the INVEST Leadership team and the format has been adapted from the Healthy People Polk County 2020 CHIP.

Please contact Kirsten Johnson, Director of Public Health in Ozaukee County, 262-238-8170 if you have any questions or would like to discuss more about how to get involved with the strategies outlined in this community health improvement plan. If you are interested in volunteering with INVEST, please visit <http://www.investozaukee.org/1724/Get-Involved> or email [investozaukee@co.ozaukee.wi.us](mailto:investozaukee@co.ozaukee.wi.us).

Sincerely,

Kirsten Johnson, MPH, CPH, CHES  
Director/Health Officer

Amy Kozicki  
Health Educator

## Acknowledgements

Ozaukee County Public Health Department would like to acknowledge the following community partners for their contributions to the Community Health Improvement Plan process. There are over 80 partners represented in INVEST. They include local non-profits, schools, healthcare organizations, businesses, and many others within and beyond Ozaukee County.

Aging and Disability Resource Center of Ozaukee - Port Washington  
ATOD Prevention Consortium of Ozaukee County  
Aurora Healthcare - Grafton  
Cedar Grove - Belgium School District  
Cedarburg School District  
Children's Hospital of Wisconsin - Wauwatosa  
City of Cedarburg  
City of Grafton  
City of Mequon  
City of Port Washington  
Columbia Center - Mequon  
Columbia St. Mary's Hospital of Milwaukee - Milwaukee  
Columbia St. Mary's Hospital of Ozaukee - Mequon  
Concordia University - Mequon  
Cope Services of Ozaukee County - Grafton  
Family Enrichment Center - Grafton  
Family Sharing of Ozaukee - Grafton  
Feith Family YMCA - Saukville  
Form and Fitness - Grafton  
Grafton School District  
Independence First - Milwaukee  
Interfaith of Ozaukee - Grafton  
Mequon - Thiensville School District  
Milwaukee Area Technical College - Mequon  
Northern Ozaukee School District - Fredonia  
Ozaukee County Board - Port Washington  
Ozaukee County Human Services - Port Washington  
Ozaukee County Parks and Recreation - Port Washington  
Ozaukee County Public Health Department - Port Washington  
Ozaukee Family Services - Grafton  
Port Washington - Saukville School District  
Portal Industries - Grafton  
Saukville Chamber of Commerce  
Starting Point of Ozaukee- Mequon  
Tobacco - Free Suburban Milwaukee and Ozaukee Counties  
University Extension - Port Washington  
Village of Grafton  
Wellspring Farms  
Washington County Breastfeeding Coalition

## About INVEST

INVEST is a community-wide initiative working to sustain and improve the health of Ozaukee County residents through obesity reduction, improved mental health, the prevention of youth alcohol and tobacco use, and the elimination of illegal drug and heroin use.

The Ozaukee County Health Department, in collaboration with numerous community partners, formed the INVEST coalition in January 2011. INVEST was developed to identify Ozaukee County resident's health priorities and work towards improving health outcomes based on those priorities. Over 160 community members responded to a survey asking what their priorities were and from their responses four primary health concerns emerged. The original health priorities were obesity, mental health, tobacco and youth alcohol use. Since 2010, over 100 community partners have been actively participating on four action teams focused on these health priorities. Not only were these the health concerns that the community identified, but they were also the areas of greatest priority according to Ozaukee County's collected health data. Most recently the coalition has broadened its scope to also include opiate and heroin use as a focus in response to the both the need and community's concern with the heroin epidemic.

There are five health focus areas of the coalition that make up separate committees. These areas are based on the health needs and priorities of the community. They include Obesity, Mental Health, Tobacco, Alcohol, and Opiate and Heroin use.

### INVEST Leadership Steering Committee

|  |                                       |
|--|---------------------------------------|
| <b>Kirsten Johnson</b> , Director, Ozaukee County Public Health                      | Coalition Director                    |
| <b>Amy Kozicki</b> , Health Educator, Ozaukee County Public Health                   | Coalition Coordinator & Alcohol Chair |
| <b>Shea Halula</b> , Executive Director, Starting Point                              | Heroin Task Force Leader              |
| <b>Carla LaFever</b> , Chief Clinical & Support Services Officer, Aurora             | Aurora Medical Center Representative  |
| <b>Bill Solberg</b> , Director of Community Services, Columbia St. Mary's            | Columbia St. Mary's Representative    |
| <b>Sue Marten</b> , Coalition Coordinator, WI Tobacco Prevention & Control           | Tobacco Chair                         |
| <b>Aaron Schmidt</b> , Center Executive, Feith YMCA                                  | Feith YMCA Representative             |
| <b>Patty Ruth</b> , Emergency Preparedness Coordinator, Ozaukee County Public Health | Original Steering Committee Member    |

## How Healthy is Ozaukee County?

Ozaukee County is the smallest land area County in the State of Wisconsin, covering 235 square miles of land area. Located on 25 miles of the western shores of Lake Michigan, the County encompasses approximately 900 square miles of Lake Michigan waters.

Ozaukee County includes suburban and rural areas:

- Cities of Cedarburg, Mequon, Port Washington
- Towns of Belgium, Cedarburg, Fredonia, Grafton, Port Washington, Saukville
- Villages of Bayside (part), Belgium, Fredonia, Grafton, Newburg (part), Saukville, Thiensville
- Unincorporated communities of Dacada (partial), Decker, Decker Corner, Hamilton, Holy Cross, Horns Corners, Knellsville, Lake Church, Lakefield, Little Kohler, Ulao, Sauk Trail Beach, Waubeka



## Ozaukee County is Wisconsin's #1 Healthiest County

According to the 2013 County Health Rankings released by the University of Wisconsin Population Health Institute and the Robert Wood Johnson Foundation County Health Rankings, Ozaukee is Wisconsin's healthiest county. Despite being the "healthiest" county in Wisconsin, Ozaukee County still needs improvement in many factors affecting the health of the residents.

The *County Health Rankings* measure the health of nearly all counties in the nation and rank them within states. The rankings are compiled using county-level measures from a variety of national and state data sources. These measures are standardized and combined using scientifically-informed weights. The rankings help Ozaukee County understand the many factors that influence health in our residents. Health outcomes in the County Health Rankings represent how healthy a county is by measuring two types of health outcomes: how long people live (length of life) and how healthy people feel while alive (quality of life).

It is also very important to consider data about social determinants of health as part of the community health assessment as core data that informs health priorities. Since social and economic factors have a large contribution to health outcomes, it is important to look at the data as community indicators and as actionable areas for Ozaukee's community health improvement plan. When writing Ozaukee County's CHIP, it is essential to understand and address the socioeconomic factors including where people work and play to improve their health and welfare. As part of the CHIP, interventions were selected to address socioeconomic conditions to have a potential to produce wide-ranging health benefits and that aim to reduce health disparities.

## **Community Health Needs Assessment**

The Community Health Needs Assessment was commissioned by Aurora Health Care, Children's Hospital of Wisconsin, Columbia St. Mary's and Froedert & the Medical College of Wisconsin, in partnership with the Ozaukee County Public Health. The community health survey is supported by additional data collection and analysis from the Center for Urban Population Health, [www.cuph.org](http://www.cuph.org). The health systems listed above are part of the Milwaukee Health Care Partnership and aligned resources to conduct the Ozaukee County community health needs assessment.

### **Purpose and process of the shared Community Health Needs Assessment (CHA)**

In 2010, a community survey was conducted to gather input from persons who represent the broad interests of the community and to identify community assets, prioritize significant health needs, and develop implementation strategies to address the needs within the community, resources, strategic goals and partnerships. There were a total of 180 respondents. From 2011 – 2012 a shared community health needs assessment (CHA) was conducted to determine current community health needs in Ozaukee County. The results of the 2010 community survey demonstrated how the respondents' priorities aligned with the 2012 community health needs assessment. The process of conducting the CHA is described in the Community Health Needs Assessment report. Additionally, the rationale for selecting each priority area is explained.

Furthermore, the Community Health Needs Assessment process is ongoing. Ozaukee County will reassess the community need as data becomes available. In 2015, Ozaukee County has been randomly selected to be surveyed by the Survey of Health of Wisconsin (SHOW). SHOW collects local health data and aims to give a current picture of many health conditions in our county.



## **INVEST'S VISION**

A County that supports and engages its residents in creating a healthy and safe environment to live, work, and play.

## **INVEST'S MISSION**

Working to sustain and improve the health of Ozaukee County.

## **INVEST Purpose**

The purpose of INVEST is to mobilize residents, organizations, and stakeholders to come together to address the factors affecting the health of Ozaukee County residents. The goal of this Community Health Improvement Plan (CHIP) is to outline our strategic plan and to measure the impact INVEST has on the health of our population.

The top health priorities have been identified by reviewing the results from the Community Health Needs Assessment from 2013. INVEST plans to address five focus areas for 2015-2018: Obesity, Mental Health, Tobacco, Alcohol Use, and Opiate and Heroin Use.

## **INVEST Leadership**

The INVEST Leadership team provides a backbone foundation for our coalition. In early 2015, the leadership team met to set a strategic plan for the next term. This team was a compilation of leaders representing local hospitals, clinics, non-profit groups, and the health department. The coalition structure is broken down into priority area-focused committees. Each committee has a chairperson who communicates back to the two coalition coordinators. Collectively, the leadership team reflected on the 2011 root cause analysis and what INVEST has accomplished in the first four years of existence. Following, the leaders reported back to committees and gathered goals and objectives for the next term.





## INVEST Priority Areas

### Obesity

According to the CDC (2012), body mass index (BMI) is a ratio of weight to height and can be calculated using the following equation:  $BMI = \text{weight (kg)} / [\text{height (m)}]^2$ . Overweight is defined as an adult having a BMI between 25 and 29.9 and obese is defined as an adult having a BMI 30 or higher. Although BMI does not measure body fat directly, research has shown that BMI correlates to direct measures of body fat, such as underwater weighing and dual energy x-ray absorptiometry (DXA) (CDC, 2012).

In 2014, 65% of adults were classified as overweight or obese, leaving only 35% of adults who were classified as a healthy weight (Ozaukee County Community Health Survey Report, 2012). This epidemic remains a significant health issue since over half of adults were classified as overweight or obese. This health issue is so significant because overweight and obesity can increase the risk for high blood pressure, high cholesterol, coronary heart disease, type 2 diabetes, stroke, some cancers, and other health conditions that also affect the health of Ozaukee residents.

### Obesity Achievements Since 2011

- Facilitated conversation with County schools around wellness and relationship development among obesity committee participants.
- Created a school wellness resource guide for all County schools to use in order to improve and implement wellness initiatives at the districts
- Researched best practices in regards to obesity prevention and shared resources and toolkits with action team
- Promoted wellness at various wellness and school board meetings
- Assisted with the marketing of the American Cancer Society's-Relay Recess to various county schools
- Began conversation with local food stores and vendors on wellness ideas and point of sale marketing
- Partnered with Celebrate Grafton for the Giro d' Grafton run/walk event
- Presented an Obesity Awareness presentation and discussion on "The Weight of the Nation"
- Planned and hosted a virtual food hub summit with over 50 local farmers in attendance
- Assisted in the development of a virtual food hub for local producers to sell goods locally
- Created an Active Community Environments Team in Port Washington
- Partnered with Washington County's Breastfeeding Coalition to continue communication for breastfeeding support, access, and resources.
- Formed Ozaukee County's Farm to School Task Force



## Obesity Indicators

There are several Community Health Survey-Health Indicators INVEST aims to influence related to overweight and obesity including fruit and vegetable intake, physical activity levels, and breastfeeding rates. All of the baseline measures are rounded to the nearest decimal and are from the Ozaukee County Community Health Survey Summary 2014 or Wisconsin WIC Program County Report 2014.

1. Percentage of adults overweight or obese will decrease by 2020 (baseline 65%)
2. Percentage of adults engaging in recommended moderate (5 times/30 minutes) or vigorous (3 times/ 20minutes) will increase by 2020 (baseline 52%)
3. Percentage of adults consuming fruit (2+ servings/day) will increase by 2020 (baseline 64%)
4. Percentage of adults consuming vegetables (3+ servings/day) will increase by 2020 (baseline from 33%)
5. Percentage of children consuming fruit (2+ servings/day) will increase by 2020 (baseline from 79%)
6. Percentage of children consuming vegetables (3+ servings/day) increase by 2020 (baseline 41%)
7. Percentage of children engaging in physical activity (60 minutes/5+ days) increase by 2020 (baseline 73%)
8. Percentage of adults engaging in recommended moderate (5 times/30 minutes) or vigorous (3 times/ 20minutes) will increase by 2020 (baseline 52%)
9. Percentage of women enrolled in Ozaukee County WIC who breastfeed for 12 months increase by 2020 (baseline 33%)
10. Percentage of women enrolled in WIC who exclusively breastfeed for 6 months increase by 2020 (baseline 21%)

## Who are the key stakeholders for Obesity?

- Obesity Committee of INVEST
- Ozaukee County Schools
- Feith Family YMCA
- Aurora Medical Center of Grafton
- Columbia St. Mary's of Ozaukee
- Ozaukee County Medical Clinics
- Ozaukee County Parks and Recreation
- Wellspring Farms
- Wisconsin Local Farmers and Growers
- Ozaukee County Local Governments
- Ozaukee County Public Health Department
- Ozaukee County Child Care Centers
- Ozaukee County Worksites
- Ozaukee County Grocery Stores and Food Vendors
- University of Wisconsin Extension of Ozaukee
- Washington County Breastfeeding Coalition
- Ozaukee County Lactation Support Educators and IBCLC's
- Concordia University Occupational Therapy Faculty and Students



## Obesity Goals and Objectives 2015-2018

1. Goal 1: (Breastfeeding) Improve local support for breastfeeding friendly environments
  - Quarterly, breastfeeding committee members will meet in partnership with Washington County to continue communication for breastfeeding support, access, and resources.
  - Annually-the first week of August, breastfeeding committee members will participate in community awareness Breastfeeding Celebration.
  - By 2015, breastfeeding committee members will create a local Ozaukee County breastfeeding support resource list for new moms in Ozaukee County.
  - By 2016, breastfeeding committee members will outreach to 50% Certified/Licensed child care centers in Ozaukee County to become breastfeeding friendly.
  - By 2017, breastfeeding committee members will outreach to Ozaukee County worksites to offer lactation support services.
  - By 2018, the Ozaukee County public health department will complete the 10 Steps to Become a Breastfeeding Friendly Health Department.
- Goal 2: (Nutrition) Strengthen farm to school programming that bring local fruits and vegetables to schools increase local fruit and vegetable consumption.
  - By July 2015, the farm to school committee members will discuss F2S outreach strategies.
  - By Fall 2016, the farm to school committee will reach out to all Ozaukee County schools and create Farm to School task forces at interested schools.
  - Monthly, the farm to school committee will reach out and maintain communication with all participating local grocery stores to highlight farm to school veggie of the month.
- Goal 3: (Physical Activity) Improve the physical environments that enable physical activity
  - By 2015, the action committee will discuss strategies on how to highlight and raise awareness of the physical activity events and assets available in Ozaukee County.
  - By 2016, the action committee will increase the number of Active Community Environment groups in Ozaukee County to two groups.
  - By 2018, the action committee will increase the number of Active Community Environment groups in Ozaukee County to three groups.
  - Monthly, Active Community Environment groups will meet to continue communication and planning for active physical environment improvements.

## Mental Health

Mental health or depression was one of the top three community health issues reported by adults according to Ozaukee County Community Health Survey Report. In 2011, 13% of adults reported a mental health condition (such as depression, anxiety disorder, post-traumatic stress disorder) in the past three years, a slight increase from 2008 (11%). Respondents who were in the bottom 40 percent household income bracket (less than \$40,001) or unmarried were more likely to report a mental health condition (CHA, 2012).

Mental health conditions are extremely costly to society, due to diminished personal, social and occupational functioning according to the CDC. Mental health conditions are associated with chronic diseases such as cardiovascular disease, diabetes and obesity, and related to risk behaviors for chronic disease, such as physical inactivity, smoking and excessive drinking (CDC, 2014)

In 2011, 3% of adults reported feeling so overwhelmed in the past year that they considered suicide according to the Ozaukee County Community Health Survey Report. This means approximately 1,980 adults in Ozaukee County may have considered suicide in the past year. It is important to consider that all respondents were asked if they have felt so overwhelmed that they considered suicide in the past year. The survey did not ask how seriously, how often or how recently suicide was considered (CHA, 2012). Additionally, in 2010, there were 9 suicides in Ozaukee County (10.42 per 100,000) (Center for Urban Population Health, 2012).

### Mental Health Achievements Since 2011

- Created extensive resources list of mental health tools, resources, research, etc.
- Developed a positive mental health MESSAGE MAP.
- Created the domain and began the development of the coalition website and mental health resource page.
- Began planning for a coalition speaker's bureau.

### Mental Health Indicators

There are several Community Health Survey-Health Indicators INVEST aims to influence related to mental health including incidence of mental health condition or depression, signs of depression and youths being victim to bullying. Baseline measures are from the Ozaukee County Community Health Survey Summary 2014.

1. Percentage of adults with a mental health condition decrease by 2020 (baseline 15%)
2. Percentage of adults with depression decrease by 2020 (baseline 48%)
3. Percentage of adults who felt sad always/nearly always in the past 30 days decrease in 2020 (baseline 4%)
4. Percentage of youth experiencing some form of bullying (past 12 mo.) decrease by 2020 (baseline 15%)
5. Number of suicides will decrease in Ozaukee County by (baseline 10.42 per 100,000 in 2010)



### **Who are the key stakeholders for Mental Health?**

- Ozaukee County Human Services
- NAMI (National Alliance on Mental Illness) Ozaukee
- Ozaukee County Family Services
- Aurora Medical Center at Grafton
- Cope Services of Ozaukee County
- Columbia St. Mary's of Ozaukee
- Ozaukee County Public Health
- Ozaukee County School Districts
- Ozaukee County Faith Communities

### **Mental Health Goals and Objectives 2015-2018**

Goal 1: Increase mental health awareness among the residents of Ozaukee County.

- By December, 2016, members of the INVEST Mental Health Committee will provide at least three 40-hour Crisis Intervention Training (CIT) courses, based on the "Memphis Model," to at least 100 law enforcement officers in Ozaukee County.
- By Fall 2016, members of the Invest Mental Health Committee will collaborate with the Port Washington-Saukville Character Counts coalition to be trained in "Youth Mental Health First Aid USA," using the National Council Behavioral Health model, to at least three groups (up to 20 participants per group), of school-based professionals who provide services to youth in the Port Washington-Saukville School District

Goal 2: Increase understanding of the mental health/mental illness continuum among residents of Ozaukee County.

- By December, 2016, members and partners of the INVEST Mental Health Committee will lead interactive video presentations about mental illness and stigma to at least four school and/or community groups/organizations.
- By December, 2016, members of the INVEST Mental Health Committee will collaborate with Ozaukee Suicide Prevention to co-sponsor at least one community-based suicide awareness event in Ozaukee County.

Goal 3: Improve access to mental health resources among the residents of Ozaukee County.

- By December, 2016, members of the INVEST Mental Health Committee will review the 2015 SHOW (Survey of the Health of Wisconsin) Ozaukee County data to identify specific gaps in access to mental health resources for Ozaukee County residents.
- When data becomes available, members of the INVEST Mental Health Committee will utilize mental health access-related findings from 2015 SHOW Ozaukee County data to develop priorities for future goals.
- By December, 2016, members of the INVEST Mental Health Committee will partner with Ozaukee County Human Services to train interested personnel on Trauma Informed Care.

Goal 4: Help residents of Ozaukee County develop a better understanding of how to approach and talk with individuals with mental health issues

- Crisis Intervention Training
- Mental Health First Aid
- Nondefensive communication training for INVEST team members
- Trauma Informed Care Training

According to Ozaukee County Community Health Survey Report, in 2011, 16% of adults reported cigarette smoking in the past 30 days (current smoker), same as in 2003. Respondents who were 35 to 54 years old, with a high school education or less, who were in the middle 20 percent household income bracket or unmarried were more likely to report being a current smoker. Additionally, in 2010, 6.3% of Ozaukee County mothers indicated smoking during pregnancy (Center for Urban Population Health, 2012)

## Tobacco Achievements Since 2011

- [illegible]

There are several Community Health Survey-Health Indicators INVEST aims to influence related to smoking and exposure to smoke. All of the baseline measures are from the Ozaukee County Community Health Survey Summary 2014.

- ### Who are the key stakeholders for Tobacco?

- 15



## **Tobacco Goals and Objectives 2015-2018**

The tobacco prevention work is in partnership with Tobacco-Free Suburban Milwaukee & Ozaukee Counties. The following reflect the goals of the Tobacco Control Program for Ozaukee County, supported by INVEST and community partners.

Goal 1: Prevent tobacco use initiation.

Goal 2: Increase awareness of the youth marketing and general use of Other Tobacco Products (OTPs), including the emergence of Electronic Cigarettes (E-cigarettes).

Goal 3: Eliminate secondhand smoke exposure, and advocate for policies that restrict e-cigarette use and exposure.

Goal 4: Increase and promote smoke-free housing alternatives.

Goal 5: Promote tobacco use cessation.

Goal 6: Identify and eliminate tobacco-related disparities.





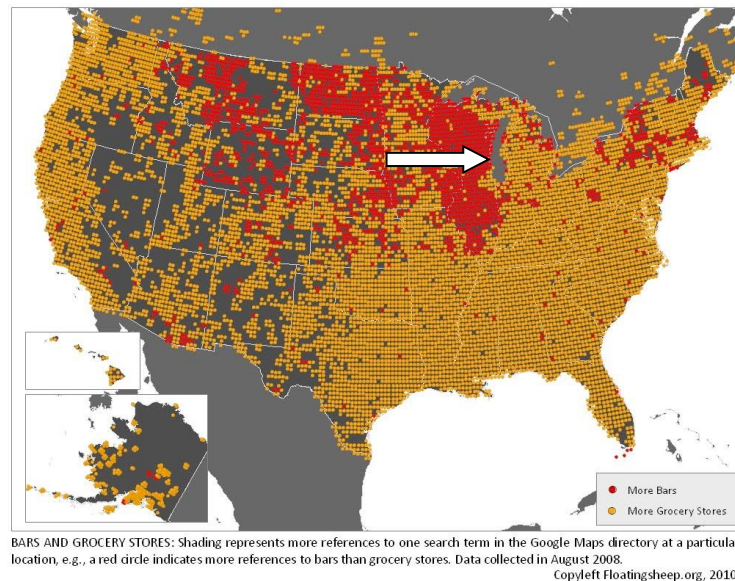
## Alcohol

Alcohol and drug use was one of the top five community health issues reported by adults according to Ozaukee County Community Health Survey Report. In 2011, 29% of adults reported binge drinking, almost two times higher when compared to 2003 (15%), and higher when compared to the state (22%) and the United States (15%). Respondents who were male, 18 to 34 years old, with some post high school education or less or who were unmarried were more likely to have binged at least once in the past month. According to the Behavioral Risk Factor Surveillance System, binge drinking is defined as five or more drinks on one occasion for males and four or more for females.

Binge drinking is associated with an array of health problems, including but not limited to unintentional injuries (e.g. car crashes, falls, burns, drowning), intentional injuries (e.g., firearm injuries, sexual assault, domestic violence), alcohol poisoning, sexually transmitted infections, unintended pregnancy, high blood pressure, stroke and other cardiovascular diseases, and poor control of diabetes. Binge drinking is extremely costly to society from losses in productivity, health care, crime and other expenses (CHA, 2013).

### Alcohol Achievements Since 2011

- Implemented victim impact panel to include first-time offenders
- Evaluated five large festivals on alcohol culture
- Established local alcohol licensing data



### Alcohol Indicators

There are several Community Health Survey-Health Indicators INVEST aims to influence related to alcohol consumption. All of the baseline measures are from the Ozaukee County Community Health Survey Summary 2014.

1. Percentage of adults who engaged in binge drinking in the past month will decrease (baseline 35%)
2. Rate of alcohol-related hospitalizations per 1,000 population will decrease (baseline 1.9)
3. Percentage of motor vehicle deaths with alcohol involvement will decrease (baseline 45%)

**Who are the key stakeholders for Alcohol?**

- Ozaukee County festivals
- Ozaukee County faith communities
- Ozaukee County civic groups
- Ozaukee County bars and businesses
- Tavern League of Ozaukee County
- Ozaukee County Public Health
- Starting Point of Ozaukee
- ATOD Consortium of Ozaukee
- Ozaukee County Sheriff's Office
- Municipal police departments in Ozaukee County
- Aurora Medical Center at Grafton
- Columbia St. Mary's of Ozaukee
- Ozaukee County school districts
- Concordia University
- Milwaukee Area Technical College of Mequon

**Alcohol Goals and Objectives 2015-2018****Goal 1: Reduce initiation age of alcohol consumption.**

- (YRBS-survey data)-2, countywide

**Goal 2: Reduce binge drinking.**

- By January 2016, INVEST and the alcohol committee will outreach to three festivals to discuss practices to improve the alcohol environment
- By January 2016, INVEST and the alcohol committee will complete alcohol outlet density map.
- By December 2016, INVEST and the alcohol committee will participate in five community events to promote safe alcohol practices
- By December 2016, INVEST and the alcohol committee will assist in the implementation of at least two festival policies related to alcohol.
- By December 2016, INVEST and the alcohol committee will meet with all municipalities about alcohol prevention
- By January 2017, INVEST and the alcohol committee will participate in five community events to promote safe alcohol practices
- By January 2017, INVEST and the alcohol committee will implement at least two additional festival policies related to alcohol
- By January 2017, INVEST and the alcohol committee will develop alcohol task forces in at least three communities
- By January 2018, INVEST and the alcohol committee will develop a community alcohol action plan for at least three communities

## **Heroin and Opiates**

In Wisconsin, the number of overdose deaths annually involving prescription painkillers and heroin now exceeds the number of traffic fatalities. In Ozaukee County there were 19 reported overdose deaths from 2012 to 2014.

The Ozaukee Heroin Task Force was formed in 2014 due to the response from the community concerning the increased use and problems associated with heroin. The mission of the task force is to maintain the highest quality of life through the elimination of opiate abuse; achieved by community partnerships focused on prevention, policy, education, enforcement and treatment.

The task force includes community participation and partnerships with many agencies across the county including law enforcement, schools, elected officials, businesses, county departments, etc. The task force is divided into five sub-committees for a more focused approach; Community Education, Policy & Advocacy, Law Enforcement, Community Resources, & Medical Education.

### **Heroin Task Force Achievements Since 2014**

- Created Heroin Task Force
- Held over 20 combined task force meetings
- Developed website, [www.ozheroinhelp.org](http://www.ozheroinhelp.org)
- Developed Opiate Toolkit
- Held 8 community awareness events, with 625+ attendees
- 2 medication collection events and ongoing collections, with over 200 pounds of controlled substances collected

### **Heroin and Opiate-Use Indicators**

1. Number of overdose deaths will decrease (baseline 8, 2014)
2. Number of drug-related cases will decrease (baseline 284 cases, 2014)
3. Number of treatment programs/groups will increase (baseline 7-10, 2014)
4. Number of sober living homes will increase (baseline of 0, 2014)

### **Who are the key stakeholders for the Heroin Task Force?**

- |                                   |   |
|-----------------------------------|---|
| • Ozaukee County                  | • Achievement Associates                  |
| • Starting Point of Ozaukee       | • Gilane Center                           |
| • Ozaukee County Public Health    | • Mequon Clinic Associates                |
| • Ozaukee County Human Services   | • Rogers Memorial Hospital                |
| • United Way of Northern Ozaukee  | • Local law enforcement in Ozaukee County |
| • Ozaukee County Schools          | • Businesses                              |
| • Aurora Healthcare               | • Municipalities                          |
| • Columbia St. Mary's Ozaukee     |   |
| • Ozaukee County Sheriff's Office |   |

## **Heroin Task Force Goals and Objectives 2015-2018**

Goal 1: Reduce incidence (rate of new cases over a period of time) and prevalence of problematic opiate/heroin use and dependence.

Goal 2: Educate citizens about the resources available to prevent and treat addiction.

Goal 3: Provide parents with education and resources about risk factors leading to youth drug use and addiction, drug use prevention recognition and interventions.

Goal 4: Support treatment options and seek out programs to help addicts and their families improve outcomes.

Goal 5: Provide medication drop boxes throughout the county, along with two medication take back days and increasing awareness of prescription drug misuse.

Goal 6: Reduce drug-related crime in the community through public education and law enforcement.

Goal 7: Increase the number of sober living houses in the county.



## Get Involved with INVEST

Want to be part of INVEST? Please contact Kirsten Johnson, Director of Public Health in Ozaukee County, 262-238-8170 if you have any questions or would like to discuss more about how to get involved with the strategies outlined in this community health improvement plan. Please visit <http://www.investozaukee.org/1724/Get-Involved> or email [investozaukee@co.ozaukee.wi.us](mailto:investozaukee@co.ozaukee.wi.us) for more information.

## Recognize Leaders in Our Community

If you know someone who is an inspiration of health in Ozaukee County, take time to nominate them for INVEST VIP (Very Invested Person) award. INVEST wants to recognize individuals in our community for the great impact they have on our county's health. Please submit your nominations for INVEST VIP to [investozaukee@co.ozaukee.wi.us](mailto:investozaukee@co.ozaukee.wi.us) and include their name, title, organization affiliation, and why you want to nominate them. Check out our [Facebook](#) or on [Twitter](#) to see INVEST VIP award winners!

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